

Tuesday
September 9
3:00-4:00pm

Public Policy Building
room 451

Free registration by
completing
[this form](#)

This talk is co-hosted by the Teaching English to Speakers of Other Languages (TESOL) graduate program; the Language, Literacy, and Culture (LLC) doctoral program; and the Center for Social Science Scholarship (CS3).

Research Methodology Talk

Q Methodology: Mapping Shared Viewpoints



Adrian Lundberg
Malmö University, Sweden

In this talk, I introduce Q methodology as a flexible approach for studying people's viewpoints. Q combines a structured data-collection technique (Q sorting), by-person factor analysis, and a conceptual framework to enable a systematic study of subjectivity. It fits complex and contested questions across disciplines and supports theory building, stakeholder mapping, and policy or design decisions. For doctoral projects, Q bridges qualitative and quantitative traditions, producing defensible, interpretable typologies of shared views with consensus and distinguishing statements. It works well alongside interviews for depth and follow-up surveys for prevalence, yielding actionable narratives grounded in participants' own reasoning.

Dr. Adrian Lundberg is assistant professor in the Department of School Development and Leadership at Malmö University, Sweden. His research focuses on stakeholders' subjective viewpoints from preschool settings to higher education.